

Regular January Richland Center Tourism Commission Meeting, January 6, 2025

The meeting was called to order by Commission Chairman Ron Fruit at 4:00 pm.

Members present, are Ron Fruit, Dennis Fry, and Karen Tepley. Jayme Walsh and Toni McCarvel were absent.

Karen Tepley made a motion to approve the meeting minutes from the November 2024 meeting, Dennis Fry seconded the motion, motion carried unanimously.

RePrinting of the Local Travel Guide Discussion and Action:

Director Richards brought back the discussion from November regarding the need to reprint more travel guides for the 2025 travel season. He had secured an estimate from LaCrosse Printing for \$2,447.96 for 1500 copies. This price is the same as last year as only mild updates to the magazine regarding some phone numbers were necessary. Karen T made the motion to approve the reprinting of the guide at 1500 copies for \$2,447.96. Member Dennis F seconded that motion and a voice vote was called for:

Fry-Yes, Tepley-Yes, Fruit-Yes

Department Updates:

Director Richards Offered several other updates:

- The Village of Cazenovia is pursuing an adoption of the room tax as they have at least one or more short-term rentals in the village. Director Richards is working with them to secure that adoption.
- He updated the Commission that Erica Steinmetz has begun work updating our listings on TravelWisconsin.com and is going through with fresh information for those that need updating, adding new businesses and experiences, and removing those that no longer exist.
- Discussed the Pine River and the concern of keeping that navigable for visitors. Southwest Partners is soliciting parties to cooperatively work on the river this spring and summer to keep it in enjoyable condition for kayakers.

Next meeting and topics.

It was determined that the next meeting is expected to be April, 7.

The motion was made to adjourn the meeting by Tepley, 2nd by Fry. Motion Carried. The meeting was adjourned at 4:40 pm.